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Partners In Progress

Cobb County

Acworth

Austell

Kennesaw

Marietta

Powder Springs

Smyrna



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Cobb County Comprehensive Transportation Plan

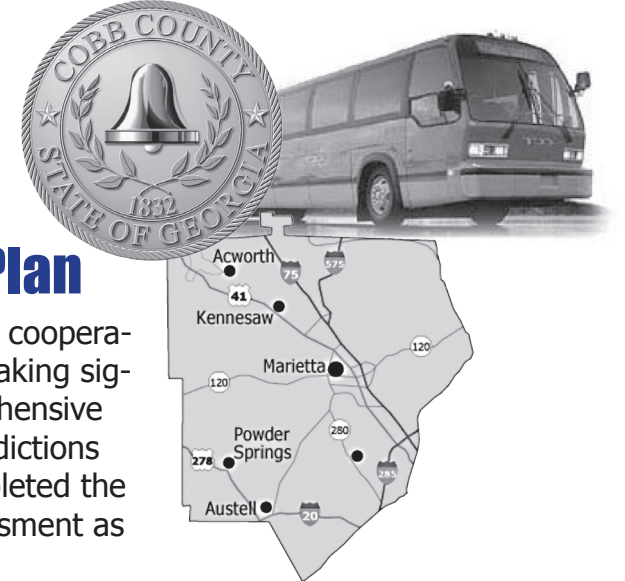
Newsletter

Winter 2007

Partners In Progress

Cobb County And Partners Make Significant Progress On 18-month Transportation Plan

In what is proving to be a model of governmental cooperation, Cobb County and its six municipalities are making significant progress in the development of a Comprehensive Transportation Plan (CTP) that will serve the jurisdictions over the next 25 years. The study team has completed the Inventory of Existing Conditions, the Needs Assessment as well as numerous community participation tasks.



Inventory of Existing Conditions and Needs Assessment

The Inventory of Existing Conditions includes roads, bridges, intersections, high crash locations as well as bicycle and pedestrian facilities. Based on travel time, congestion on Cobb County roadways is currently greater than the Atlanta region as a whole and is expected to increase by 39 percent by 2030 versus an increase of 36 percent over the entire region. Currently the annual cost of congestion countywide is approximately \$870 million. By 2030 the annual cost of congestion will grow to \$2.7 billion, an increase similar to the region's annual congestion cost.

Using the ARC Suitability Factors, the study team found that 50 miles of county roadways are very difficult for bicycling; 121 miles are difficult; 1848 miles fall into the medium category; and 546 miles of roadways may be classified as good for bicycling although some specific improvements may be required. In terms of pedestrian facilities, the study team found that the county needs 655 miles of sidewalks within ¼ mile of activity centers. There are currently 462 miles with another 113 planned, leaving a shortfall of 80 miles. The preliminary list of needs has been drawn from other studies, the Inventory of Existing Conditions and from the extensive outreach activities. Projects are currently being tested in the ARC Model. The study team has worked closely with the jurisdictional Comprehensive Plans on the transportation element.

Community Participation

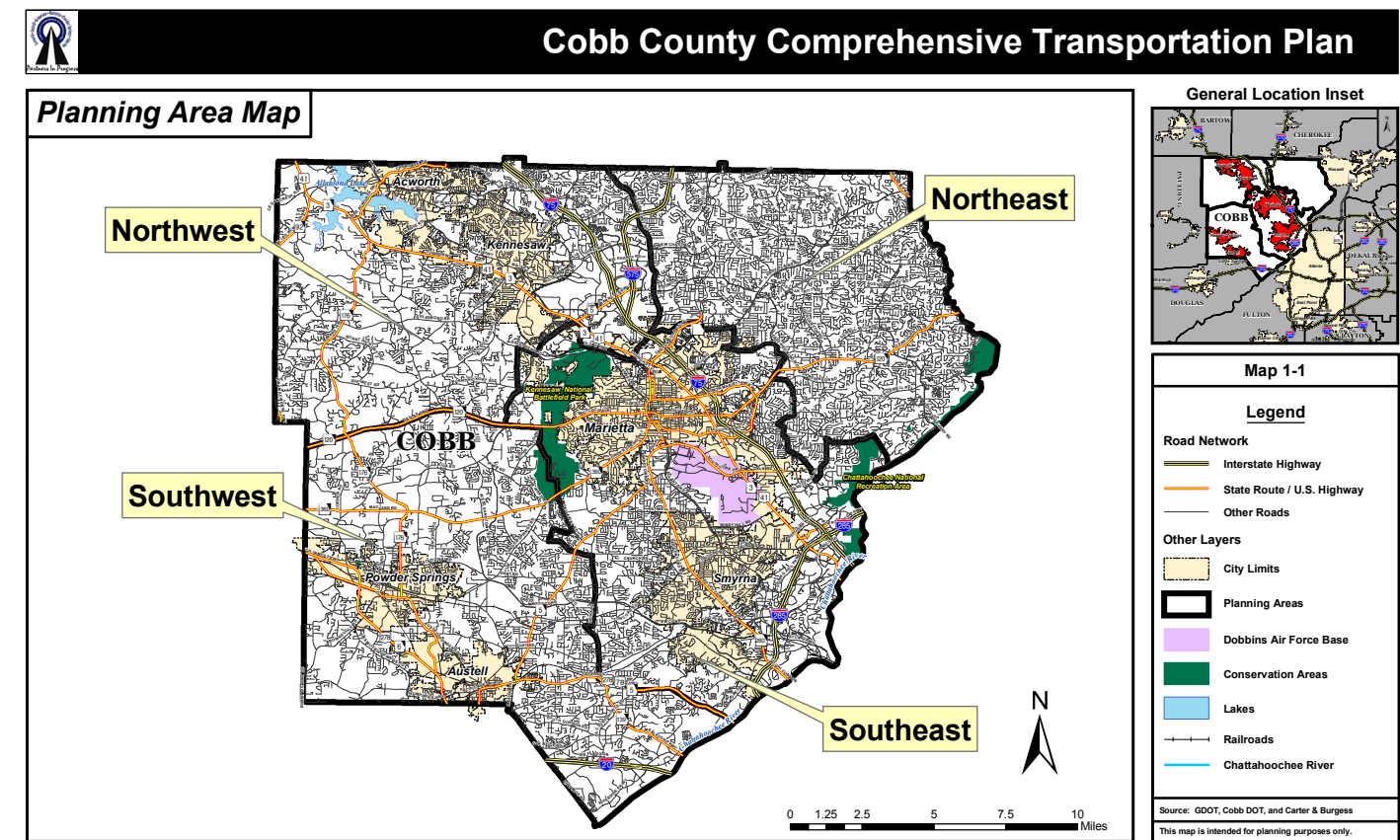
The Comprehensive Transportation Plan is being developed in full partnership with the citizens of Cobb County and its municipalities. Since last spring, the county, cities, and the study team have been fully engaged in executing a multi faceted community participation plan as described below.



- **Stakeholder Coordinating Committee.** This committee of 50 citizens representing various interests in the county was appointed by the Board of Commissioners and the Mayors and Council members of the cities has met three times since the beginning of the study to receive background briefings, to assist in drafting a vision and goals for the transportation network, and to identify critical transportation needs and issues.
- **Briefings.** The study team has provided briefings to several groups, including the Board of Commissioners, the Mayors and Council Members.
- **Stakeholder Interviews.** Members of the study team conducted one-on-one interviews with 52 leaders throughout the county representing community-based organizations, faith-based organizations, business organizations and various transportation and environmental advocacy groups.



Planning Area Map



January 2007

Cobb County...Expect the Best

For more information on the project visit the Cobb County DOT Comprehensive Transportation Plan web page at www.cobbdot.org/ctp

Or write: Laraine Vance
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Cobb County...Expect the Best!

This is an official publication
of the Cobb County Board of Commissioners.

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Helen Goreham, *District One*
Joe L. Thompson, *District Two*
Tim Lee, *District Three*
Annette Kesting, *District Four*
David Hankerson, *County Manager*

Cobb County's Transportation Future

In April 2006, a series of public meetings was held in each of Cobb County's six municipalities as well as one public meeting in the unincorporated area of Cobb County. At these sessions, county residents described their vision and goals/strategies for the future as they relate to transportation. Using their responses, a vision statement and a set of measurable goals with strategies were crafted. The public's responses were grouped into four area: system performance and safety issues; multi-modal issues; land use connectivity issue; and, financial management issues. At a meeting of the Stakeholders Coordinating Committee, the draft vision and goals/strategies statements were analyzed and revised. To provide a further round of clarification and refinement, the statements were thoroughly re-viewed by the Project Management Team made up of county and city staffs, which provide oversight for the study. Thus the vision statement and the measurable goals and strategies below are based on a community-key stakeholders-government collaboration.



Draft Vision Statement

Cobb County's transportation system will be a safe and efficient network providing multi-modal service to coordinated land uses throughout the county, including to green space and "live-work-shop-play" communities.

CTP Study Goals and Strategies

Goal: System Performance and Safety

To improve the overall performance and safety of the transportation system

Goal: Multi-Modal System

To develop a multi-modal system in which each mode is optimized, providing the citizens of Cobb County with attractive and realistic travel alternatives

Goal: Land Use Connectivity

To develop a transportation system that is supportive of and appropriate for the land use it serves

Goal: Financial Management

To ensure that adequate financial resources are available to properly operate and maintain the existing system as well as to grow the system in keeping with changes in land uses.

Random Survey Results

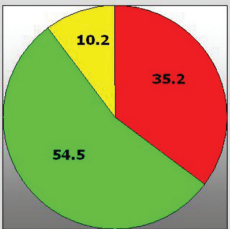
Did you know ?

For Cobb County residents interviewed in the survey, the average commute time to work is 35 minutes; 61% say they regularly commute alone; and 69% do not need a vehicle during work hours. Directly related, about 50% said that they had no bus stop in walking distance of their home and that they would take rail transit if its stops were located near home or work. Only 9% have ever used Cobb Community Transit.

What Else did We Learn from the Survey Respondents?

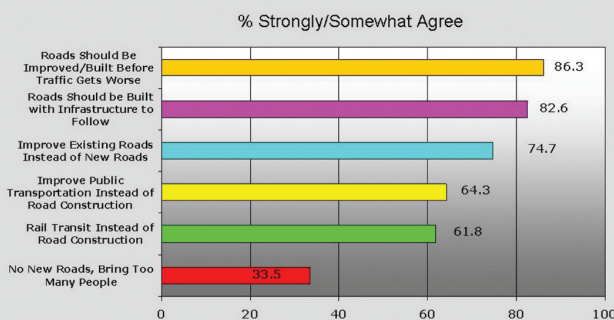
- 61% that regularly commute drive alone
- 9% have used CCT
- Causes of congestion: development, inadequate transportation planning, not enough public transit
- 76% reported delays in travel on Cobb roads with 52% often changing their time to travel and 43% often changed their route
- 80% rated conditions on highways, interstates, and public transportation as fair or poor
- 81% believe congestion will worsen over the next 25 years
- 55% favor improving public transit over building more roads-63% want rail transit
- Recommendations to improve congestion include road and intersection improvements, expansion of CCT, rail transit, telecommuting, and flextime
- Traffic congestion was overwhelmingly (61.9%) cited as the most significant transportation issue in the past 25 years, followed by inadequate public transportation (9.6%) and no rail transit (9.1%).
- When asked to choose among three alternatives for addressing transportation problems, 64.8% chose "make it easier to use public transit," 25.8% selected "make it easier to drive," and 9.5% opted for "make it easier to walk."

Build More Roadways or Improve Public Transit System

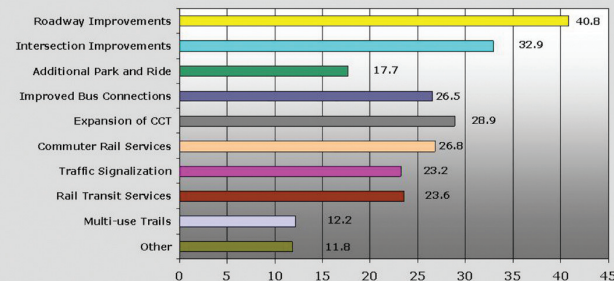


■ Build More Roadways ■ Improve Public Transit System ■ Neither

Attitudes on Ways to Improve Traffic Congestion

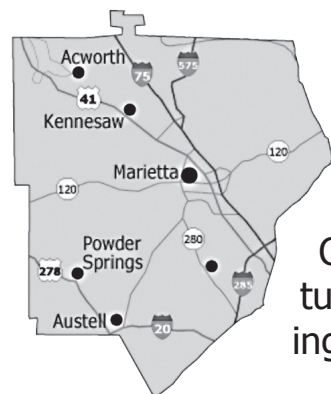


Recommended Improvements to Alleviate Traffic Congestion



The complete findings of the survey can be found on the project website

Study at a Glance



Study Area: Cobb County, Acworth, Austell, Kennesaw, Marietta, Powder Springs, and Smyrna

Major Categories: Inventory of existing conditions; Community participation; Assessment of current and future needs; Community vision and goals; Scenario building and testing; Financial analysis; Plan development

Study Purpose: To develop a comprehensive blueprint for transportation investments for Cobb County and its cities over the next 25 years



Conducted by: Cobb County, Acworth, Austell, Kennesaw, Marietta, Powder Springs, and Smyrna

Study Period: January 2006-October 2007



Cobb County...Expect the Best!

- **Public Meetings.** Twelve public meetings have been held to date attended by over 300 citizens. The recurring themes include;
 - A mix of development – more high density in certain locations; preserve the existing character of cities, towns, and villages; more live, work, play, shop communities
 - A balanced transportation system with much more public transportation of all types especially rail transportation
 - More pedestrian-friendly activity centers
 - Better management of existing network (traffic light synchronization, more left turn signals, better enforcement of traffic regulations, etc)
 - Better management of through traffic
 - Better connectivity to land uses
- **Project website, Fact Sheets, Newsletters, News Releases, City websites.** The study team makes use of a variety of tools to communicate with the public. These include a project website hosted on the Cobb DOT site. Use is made of the websites of the sixth municipalities.
- **Random Public Opinion Survey.** Between June 19th and August 2nd, 2006 a random digit dial telephone survey of one thousand adult Cobb County citizens was conducted by the University of Georgia's Survey Research Center. The interviewers used a one hundred and sixty-item instrument covering a wide range of transportation issues.

